

1   **ABSTRACT**

2           The present invention discloses a system and method  
3   for decoding barcodes using mobile device. Generally, the  
4   barcode image is acquired via a digital camera attached to  
5   the mobile device. After the barcode image has been  
6   acquired, software located on the mobile device enhances  
7   the barcode image and subsequently decodes the barcode  
8   information. The barcode information is then transmitted  
9   to a server via a wireless network. The server processes  
10   the barcode information and transmits media content related  
11   to the barcode back to the mobile device.